

### Retailers

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A publication of
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# For Just News

#### KENTUCKY CRAFTED: THE MARKET 2008

## COME SEE WHAT'S HOT IN KENTUCKY!

Voted America's

favorite art fair

by the readers of

America Style

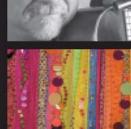
Magazine in 2007

















Over 300 Exhibitors of Fine Traditional, Folk & Contemporary Crafts, Two-Dimensional Visual Art, Musical Recordings, Books, Food Products

#### REGISTER ON-LINE FOR THE 2008 MARKET

at

#### www.kycraft.ky.gov

#### **Trade Dates and Hours:**

Thursday, March 6, 3 - 7 pm (EST)
Friday, March 7, 9 am - 6 pm, Awards Reception 6 - 8 pm

Buyers: Free Admission, Parking \$5
(2 forms of business ID required)
South Wing B
Kentucky Exposition Center
Louisville, Kentucky

#### **NEW IN 2008:**

- •Blue Moon Stage and Blue Moon Marketplace
- Luthier Exhibit
- Abraham Lincoln Bicentennial Showcase
- •Kentucky Department of Agriculture Foodways Stage
- •Kentucky Poets Laureate and Authors Readings & Book Signings Area

A block of rooms or special rates have been reserved at various hotels for exhibitors and buyers. These hotels are located close to the Kentucky Exposition Center. Complimentary shuttle service will be available at some hotels.

TO RECEIVE THESE SPECIAL HOTEL RATES, please mention **Kentucky Crafted: The Market** when making your reservations.

#### **HOTELS OFFERING SPECIAL RATES:**

| Best Western Ashton Inn Suites                                 | 888/527-4866 | \$81 single / \$81 double (+ tax)   |  |  |
|--|--------------|-------------------------------------|--|--|
| Courtyard Marriott at the Airport                              | 502/368-5678 | \$114 single / \$114 double (+ tax) |  |  |
| Executive Inn  | 800/375-6618 | \$99 single / \$99 double (+ tax)   |  |  |
| Hampton Inn (see below)  | 502/366-8100 | \$119 single / \$119 double (+ tax) |  |  |
| (If more than 10 rooms are reserved, rate will change to \$89) |              |                                     |  |  |
| Hilton Garden Inn  | 502/637-2424 | \$94 single / \$94 double (+ tax)   |  |  |
| Holiday Inn Southwest  | 502/448-2020 | \$69 single / \$69 double (+ tax)   |  |  |
| Quality Inn & Suites (8 miles away)                            | 502/955-6272 | \$60 single / \$60 double (+ tax)   |  |  |

#### ADDITIONAL HOTELS IN THE AREA:

| Roadway Inn              | 571 Phillips Ln   | 502/361-5008 |
|--------------------------|-------------------|--------------|
| Ramada Limited           | 2912 Crittenden   | 502/637-6336 |
| Red Roof Inn             | 4704 Preston Hwy  | 502/968-0151 |
| America's Best Value Inn | 3315 Bardstown Rd | 502/452-1501 |

#### MEET THE ARTIST and TREND CORNER

are combined in this issue of News Just for Retailers

As you prepare your business plans and budgets for the coming year, the importance of supporting local and community-based producers and businesses has never been more relevant. Consider marketing **your** small business specifically to ethically conscious consumers. It's easy to help your customers feel positive about their purchases at your business. Encourage patrons to ask themselves the following questions, while at the same time **you** provide them with the correct answers:

- •Who profits from this purchase?
- ·Where was this item grown or made?
- ·How far did it travel?
- •Did the producer receive a living wage?
- ·Is the company making or selling this item socially responsible?

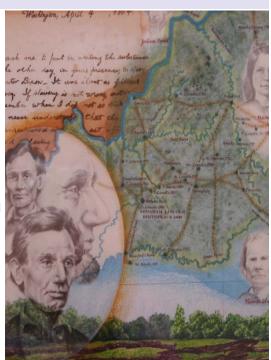
A recent economic policy analysis conducted in Austin, Texas revealed that out of every \$100 spent at a local business, \$45 stayed in the local economy, versus \$13 at chain retailers. This comes in part from the trickle-down effect of giving money to someone who is based in a particular area. Dollars spent at local businesses go to pay that business owner's and his employees' salaries. Local business owners usually live near where they work. They are also more likely to buy from smaller, local suppliers for goods they need for their business, as opposed to giant national supply chains used by corporate owned stores. Local entrepreneurs are also three times more likely to support neighborhood groups or non-profits in their area than chain businesses that have no connection to the neighborhood where they are based, according to the Sustainability Business Network of Greater Philadelphia.

Be it products produced locally or sold from independently owned shops in the community, nothing is more important to our economy than local commerce. Please keep these thoughts in mind as you prepare for your trip to the 2008 Kentucky Crafted: The Market.

See you in Louisville in March!

#### ABRAHAM LINCOLN BICENTENNIAL SHOWCASE

2009 will be the 200th anniversary of the birth of one of Kentucky's most well known sons. Plan now to stop by this showcase at the 2008 Market to choose from a variety of special products developed just to commemorate this important historical event. Kentucky Arts Council staff member and Abraham Lincoln Bicentennial Coordinator. Rachel Rasknick, will be on hand to share these exciting new products with you and to take orders for delivery of the products in early 2008. Fifteen products with a variety of prices and designs comprise both the Lincoln Collection and the Lincoln Historic Collection. Everything from a CD of music popular during the Civil War as performed by Saxton's Cornet Band to commemorative silk scarves designed by Harrodsburg visual artist, Kathleen O'Brien, will be available. The eyes of the United States will be on Kentucky in 2009 so plan now to be part of this exciting event by offering custom designed products in your store that commemorate the birth our country's 16th president. If you would like a calendar of Lincoln Bicentennial special events or for more information on the Lincoln Collection, contact Rachel Rasnick at 888.833.2787, ext. 492 or by email at rachel.rasnick@ky.gov.



Abraham Lincoln collage by Kathleen O'Brien.

#### MEET THE RETAILER:

#### LOG HOUSE CRAFT GALLERY

Since 1893, Berea College students and master craftspeople have been creating masterpieces for retail purposes. Then college president, William G. Frost, created the Student Craft Program with the intention of developing a new market for Appalachian crafts as well as creating the opportunity for preserving local mountain craft traditions.

Today almost 115 students and 13 full-time staff work in the Student Crafts Program, making and marketing the wood-products, brooms, weaving, iron, and pottery. Two shops operated by Berea College, the Log House Craft Gallery and the Boone Tavern Gift Shop, are student staffed.

With over 7,000 square feet of retail space, The Log House Craft Gallery is located in a log structure built in 1917. This structure originally housed Berea College's weaving industry and accompanying sales room. Today it is the flagship retail shop for Berea College Student Industries and has a large variety of handmade crafts from the region. Peggy Burgio, Coordinator of Student Craft Programs, is the main retail buyer for the Log House Craft Gallery. She has been with the gallery for 17 years. Recent decisions by the Berea College Board of Trustees to place an emphasis on the importance of the students' labor assignments being more about learning experiences have made a difference in the overall success of the program. "The students are better workers when they are not just filling a time slot, but rather learning more about the retail industy and how the Student Craft Program fits into that, " Peggy said in a recent telephone interview. Peggy also takes the crafts produced by Berea College students to large national wholesale shows such as the New York International Gift Fair and the Buyers Market of American Craft in Philadelphia. "I wear a lot of hats. I've been on both sides of the retail industry, "Peggy admits. She currently serves as an officer on the Craft Organizations Development Association board and was chosen as the Top In-state Retailer at the 2002 Kentucky Crafted: The Market. Look for a complete listing of the many handmade items produced by the Berea College Student Craft Program at www.bereacollegecrafts.com.

